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ABSTRACT

The Moraine Valley Community College (MVCC) 1978-79 Recruitment Program seeks to increase the pool of students who wish to attend college rather than compete more aggressively for those students who have already decided to participate in higher education. A special adjunct Retention Program has been developed to enhance the entire recruitment process. Both recruiting and retention activities are based on a set of guidelines that stress equality of educational access, availability of accurate information, program manageability, and full involvement of all staff members. Recruiting activities include high school visitations, field trips to bring students to MVCC, and newsletters. In addition, a new "shopping center project" locates college staff and informational displays in target area shopping centers, particularly in low income, racial minority communities. The MVCC Retention Plan involves associate deans, faculty, and students from individual departments in evaluating departmental retention rates and planning corrective strategies. A curricular improvement project is underway and a special effort is being made to advise and counsel students with undecided goals in order to decrease attrition. All the strategies used in the programs, with timetables and specific task assignments are presented in chart and diagrammatic form. (DR)

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Moraine Valley Community College

1978-79 Recruitment & Retention Program

Richard DeCosmo

Office of Executive Vice President
November 1978

JC 790 442

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1978-79 Recruitment Program

Like the previous plan, this one is based upon the concept that we are seeking to increase the pool of students who wish to attend a college rather than simply compete more aggressively for those students who have already decided to participate in higher education. The 1977-78 plan was successful in that those areas which were targeted for special effort experienced increased participation rates. In addition the industrial technical programs increased their draw from the 1978 high school graduate pool. This area had several programs targeted for special recruitment effort.

In developing the specific strategies for the recruitment plan a set of guidelines was used. These guidelines are the same as we used to develop the 1977-78 plan:

- Equal access for all its constituencies is an important goal for a community based college.
- Information regarding presently provided programs and services is an important prerequisite to accessibility.
- Priorities, or targets, had to be set among the college's constituencies so that efforts and resources could focus more narrowly on those areas of greatest need and potential benefit.
- Program manageability within the context of present staff and service levels was a prime consideration.
- Participants in the planning process would include those staff members who would be assigned to carry out the plan once adopted--staff support what they help create.

. Monitoring the plan once developed would be essential to its success.

. Simplicity should be a hallmark of the plan.

. The plan should be designed as a pilot program. It should test ideas and strategies.

Based upon these guidelines recruitment plans have been developed. The high school plan has been based on two sets of strategies. The first set are maintenance strategies and cover all the 18 public and private high schools which we consider to be our feeder high schools. The maintenance strategies are designed to keep, or slightly increase, Moraine Valley's draw from those schools. A second set of strategies were devised to try and increase our participation rates from targeted high schools. These target schools were divided into two groups. The first group are those where we feel our participation rate, although adequate, needs to be improved. The second group includes those schools where we feel the participation needs the most improvement. The strategies are also two-tiered. The first tier strategies will occur in all the target schools. The second tier strategies will occur in only those schools which in our opinion need the most increase in participation rates.

The community plan has three basic elements. The first is what is called "shopping center projects." Shopping centers which are located in targeted areas or which draw people from targeted areas are scheduled for informational displays and college staff coverage during the summer months. A second component reflects our intentions of increasing the participation of disadvantaged students. Special efforts to increase enrollment are made in low income, racial minority communities. Also, special efforts are

being made to increase the number of handicapped students who enroll. The third component consists of a wide range of special publicity efforts in the entire district as well as special efforts in targeted communities.

Additional activities may occur than those in the plan depending upon the opportunities presented to us throughout the year. The plan serves as the minimum expectations we have for each person involved in the recruitment program. Since the persons have been closely involved in the decision making process, we feel that these expectations are realistic.

Retention Plan

The retention plan has been developed as a first special effort to increase our retention rates. It is based upon the same or similar concepts as the recruitment plan.

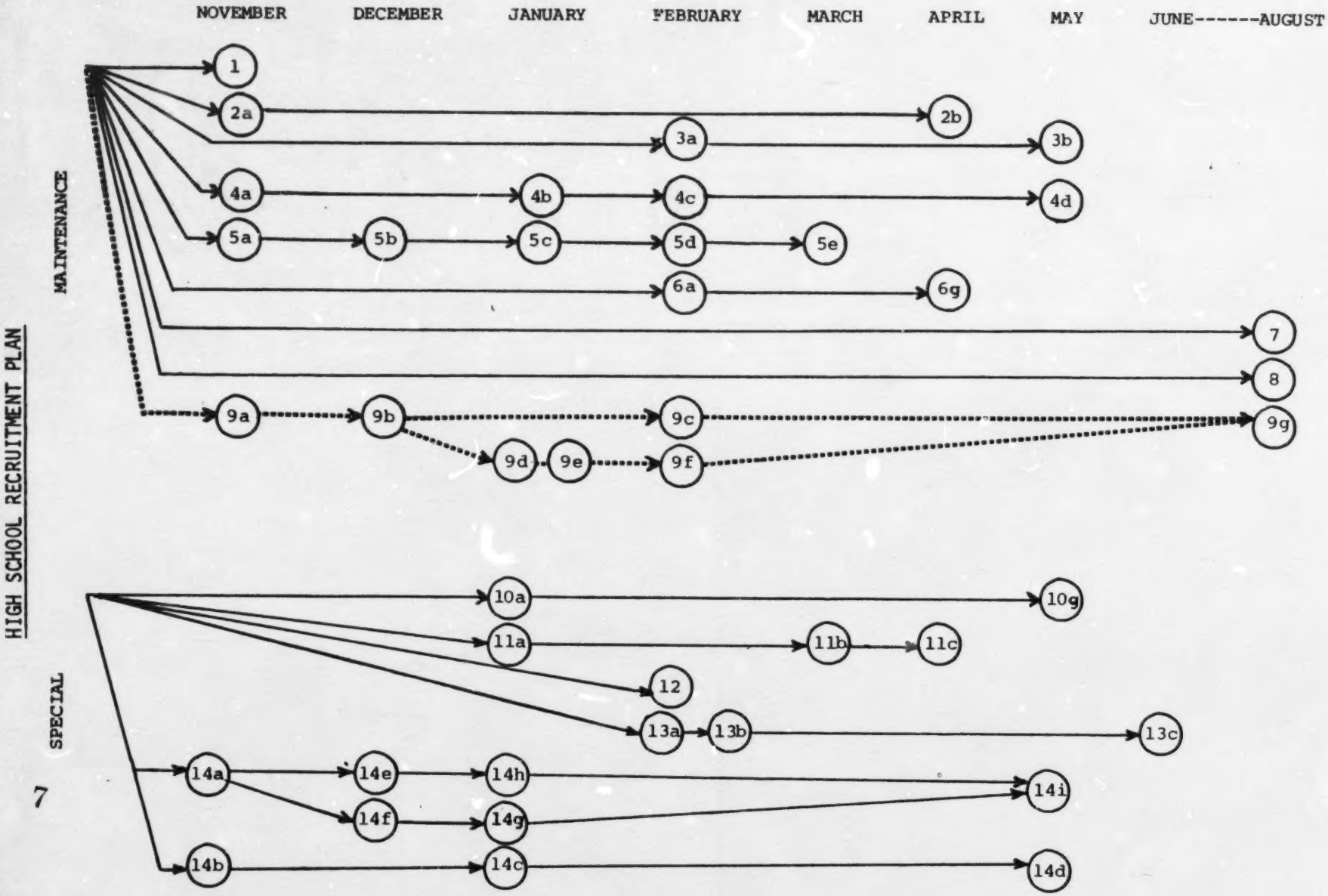
The plan has three separate, major efforts. The first is simply a plan to involve various levels of staff in a consideration and analysis of low retention rates in various programs. Associate deans are expected to work with faculty and students in determining the reasons for the lower rates these programs have. Four target programs were identified for this special effort. The associate deans are expected to develop plans to correct any problems they discover which are under the control of the college. A second curricula improvement project is underway which will consider changes which will enhance retention of students in target programs. Because of continuing problems with the secretarial science/general office program, a special, wide-ranging project is underway which will take several years to complete. Finally, because undecided students leave in greater numbers

than anyone else, a special program to work with these students is underway.

This plan is the first coordinated effort to increase retention and will be revised significantly in the next year.

Program Development Phase

Several efforts have been made over the past ten years to collect data on student success and satisfaction in relation to the programs and services at Moraine Valley. To this has been added rather detailed, in-depth program audits to determine strengthes and weaknesses. On the basis of these actions plans are developed to improve or change the programs which have been audited. This year we are adding needs/interests and attitude (college image) research components for both high school students and communities.


NOVEMBER
DECEMBER
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE------AUGUST
HIGH SCHOOL RECRUITMENT PLAN
MAINTENANCE
SPECIAL
1
2a
2b
3a
3b
4a
4b
4c
4d
5a
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PART I: MAINTENANCE PROGRAM - ALL HIGH SCHOOLS (10 public, 8 private)

	Task	Date to be Completed	Responsibility
1.	Meetings held with high school guidance directors and counselors.	Nov. 30	Munley, Stiles
2.	All college nights and career days completed.		
	2a. for fall	Nov. 30	Munley,
	2b. for spring	April 30	Stiles
3.	Contacts with high school seniors through special information program completed.		
	3a. arrangements made	February 1	Claussen
	3b. high school days completed	May 1	Claussen
4.	Newsletters for high school counselors (3) mailed.		
	4a. Newsletter writer selected	Nov. 21	DeCosmo
	4b. Newsletters written	Jan. 15	Writer
	4c. Newsletters approved	Feb. 1	Munley
	4d. Nesletters mailed	May 30	Munley
5.	New brochures distributed.		
	5a. Program families selected	Nov. 21	DeCosmo, Kee
	5b. Material written	Dec. 15	Nelson
	5c. Material approved	Jan. 2	VanRaes, Kee
	5d. Brochures printed	Feb. 1	Nelson
	5e. Brochures distributed	March 1	Munley
6.	Handicapped student recruitment program completed.		
	6a. Contacts made with all high schools.	Feb. 1	Travis
	6b. Student contacts completed	April 1	Travis
7.	Robbins recruitment program completed.	August 15	Drake
8.	Invitations to high school, occupational education directors (guidance staff in private schools) for participation in new advisory committees sent.	August 15	Van Raes
9.	Newsletters sent to applicants (2 mailings)		
	9a. Newsletter writer selected	Nov. 21	DeCosmo
	9b. Material selected	Dec. 15	DeCosmo, Kee, Theodorou

9.	Newsletters sent to applicants (continued)		
9c.	1st procedure to mail newsletter developed	Feb. 1	Munley
9d.	Newsletter written (others to follow)	Jan. 31	Writer
9e.	Newsletter approved	Feb. 15	DeCosmo, Kee Theodorou
9f.	Newsletter printed	March 1	Nelson
9g.	Mailed to applicants per procedure	Aug. 15	Munley

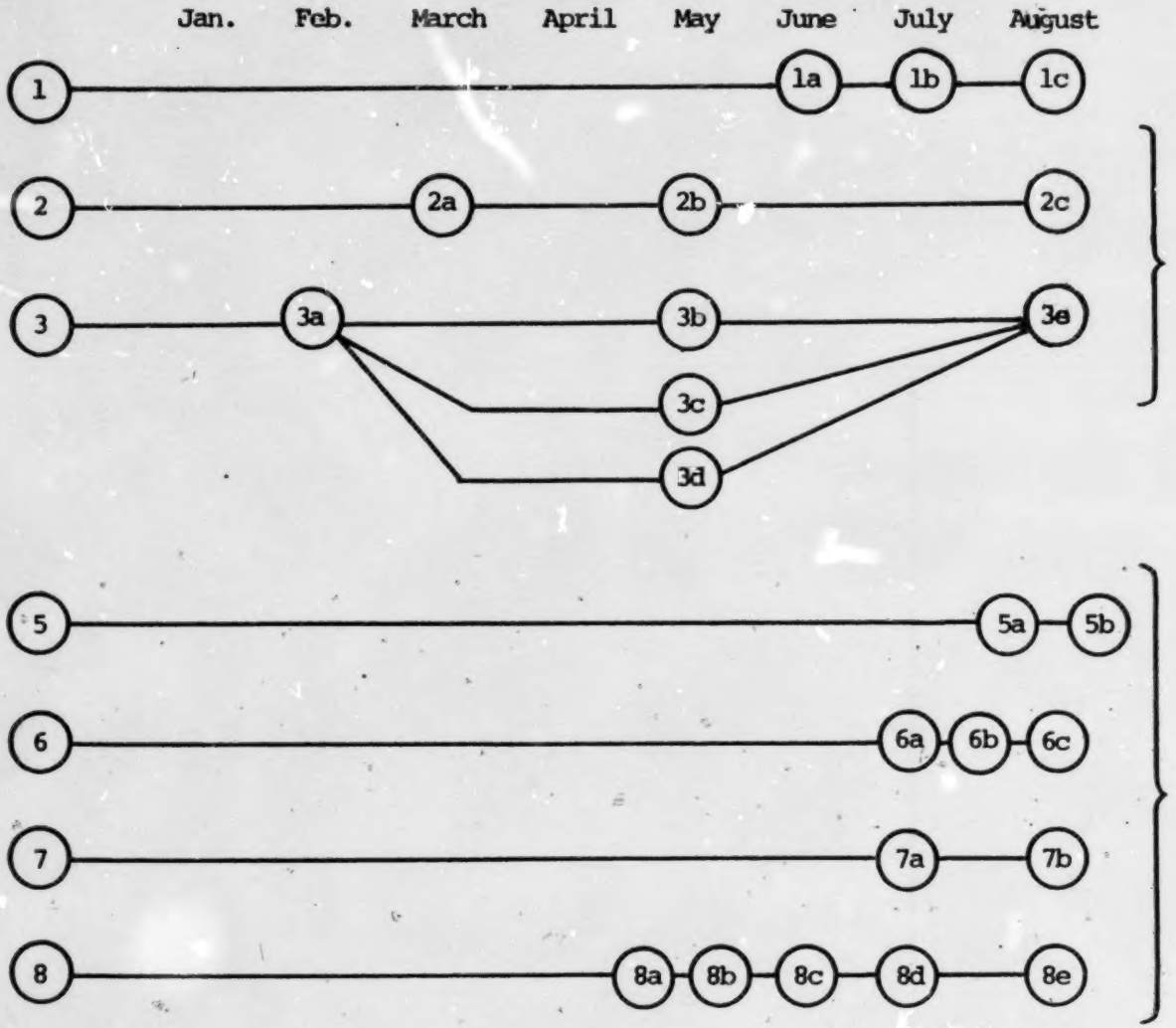
PART II: SPECIAL PROGRAM FOR TARGET SCHOOLS

Moderate level schools: Sandburg, Argo, Richards
Intensive level schools: Eisenhower, Shepherd, Reavis, Andrews

	TASK		
A.	All target schools:		
10.	MVCC as field trip site offered		
10a.	Information given	Jan. 2	Claussen
10b.	Field trips scheduled (as requested)	May 1	Claussen
11.	Meeting with MVCC part-time faculty from target high schools held.		
11a.	Faculty identified	Jan. 2	Kee
11b.	Meetings held	March 1	DeCosmo, Kee
11c.	Report completed	April 1	DeCosmo, Kee
12.	High school students invited to MVCC career day.	Feb. 1	Claussen
13.	Ad series in high schools for MVCC target programs- 2-3 ads.		
13a.	ads developed	Feb. 1	Nelson
13b.	ads approved	Feb. 15	DeCosmo
13c.	ads placed	June 1	Nelson
B.	Special target high schools - Dist. 218, 220, 230		
14.	Meetings with high school faculty held.		
14a.	High school articulation areas identified (one transfer, one occupational)	Nov. 30	Kee
14b.	High school information areas identified- for institute programs	Nov. 30	Kee
14c.	Schools contacted for institute programs	Jan. 2	Bradley
14d.	Institute programs conducted	May 1	Bradley
14e.	High school selected for articulation	Dec. 15	Bradley

14f.	MVCC articulation teams identified	Dec. 15	Kee
14g.	Articulation meetings planned	Jan. 30	Team
14h.	High school contacts made for articulation	Jan. 30	Bradley, Team
14i.	Articulation meetings	May 1	Bradley, Team

COMMUNITY RECRUITMENT PLAN



Shopping Center Projects

Disadvantaged Projects

Special Publicity

COMMUNITY MARKETING PLAN

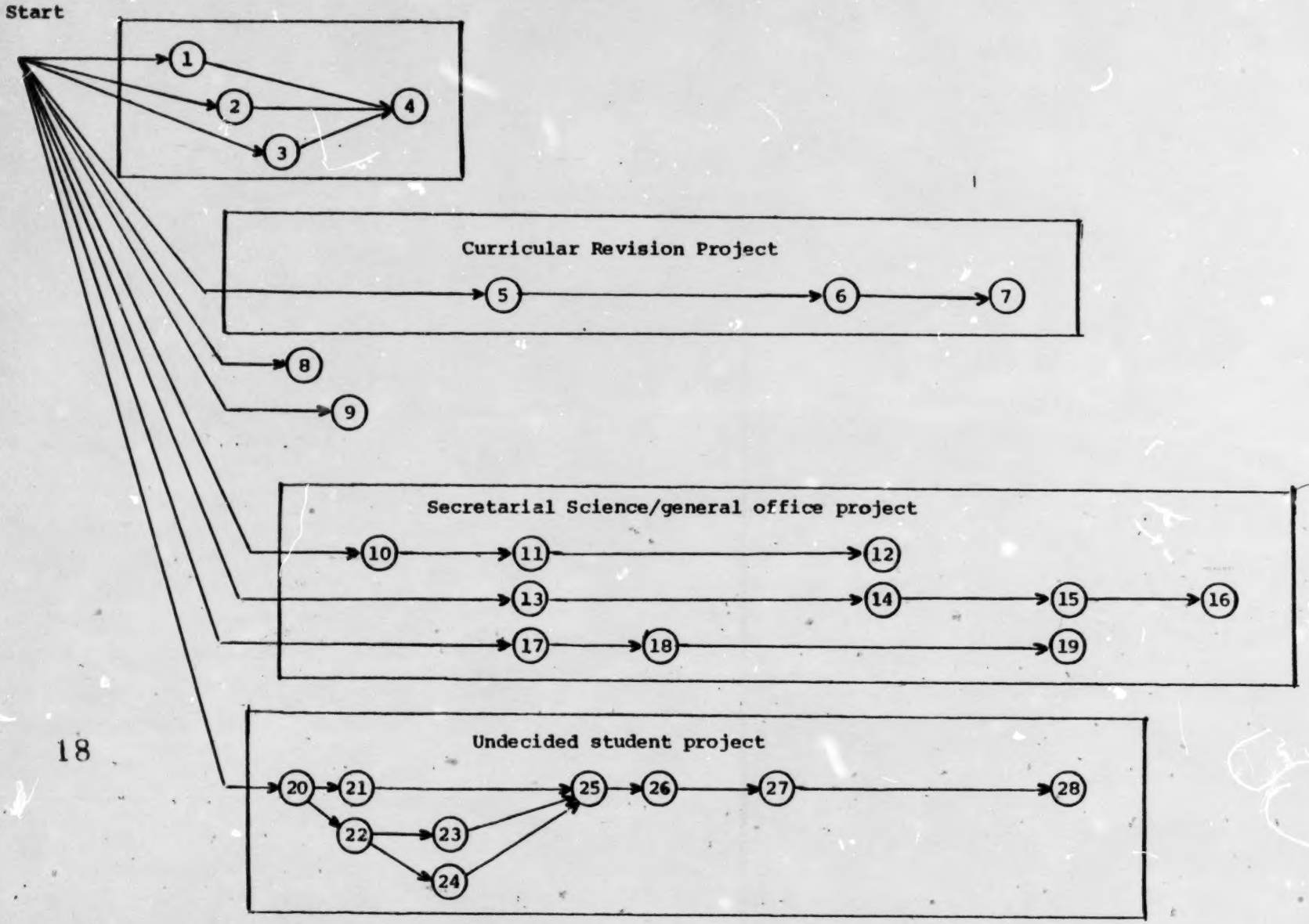
Event	Task	Topic/Location/ Remarks	Responsibility	Completion Date
1. Shopping Center Visits	1a. Obtain approval	Contact Managers Hometown Playfield Green Oaks Treasury Evergreen Plaza Hill Creek Indian Trails	Nelson	June 1, 1978
	1b. Develop plan, materials, displays for designated shopping centers	Arrange for transportation	Claussen	July 1
		Develop Materials	Claussen	July 1
		Provide staffing	Claussen	July 1
		Plan displays	Claussen	July 1
	1c. Visit shopping centers	Hometown Playfield Green Oaks Treasury Evergreen Plaza Hill Creek Indian Trails Orland Square	Claussen	August 14
2. Outreach (Disadvantaged)	2a. Hire Outreach Counselors			
	2b. Speak to:	High School Dropouts	Claussen	May 15
		Police Department Youth Officer	Claussen	May 15
		Priests and Ministers	Claussen	May 15
		Southwest YMCA	Claussen	May 21
	2c. Community Visits		Claussen	August 28

Event	Task	Topic/Location/ Remarks	Responsibility	Completion Date
3. Outreach (Robbins)	3a. Publicity Brochure Distribution	Robbins Information Center	Drake	Sept. 15 and Feb. 15
	3b. Robbins Newsletter, Door to Door Canvass	Monday thru Thursday 1 - 5 p.m. 2 - 9 p.m.	Drake	Nov. 15 and May 15
	3c. Offer Career Mini-Workshops	PMT DPR Radiology Career Awareness Secretarial Science	Drake	Nov. 16 Nov. 30 Feb. 20 March 20 April 24
	3d. Financial Aid Workshop		Drake	May 10
	3e. Finish all recruiting for fall semester		Drake	August 27
4. Outreach (Physically Limited)	4a. Visit Div. of Rehabilitation		Travis	April 1
	4b. Publicity	Letters to High School Counselors	Travis	April 1
		Newspaper articles	Travis	May 1
	4c. Contacts	Student-Parent Workshop	Travis	May 15
		Physically Handicapped Student Referrals	Travis	August 15
5. Publicity— Target Groups and Programs	5a. Write Articles	Transfer Programs Health Science Public Service Industrial Tech. Business Related Women Students Young Students Off Campus Centers Adult Students	Nelson	June 1 June 8 June 15 June 22 June 29 July 6 July 13 July 20 July 27

Event	Task	Topic/Location/ Remarks	Responsibility	Completion Date
5. (Continued)	5a. Write articles (cont.)	Evening Classes	Nelson	August 3
		Physically Limited		August 10
		General Article		August 17
	5b. Distribute News Releases	Transfer Programs	Nelson	June 8
		Health Science		June 15
		Public Service		June 22
		Industrial Tech.		June 29
		Business Related		July 6
		Women Students		July 13
		Young Students		July 20
		Off Campus Centers		July 27
		Adult Students		August 3
		Evening Students		August 10
		Physically Limited		August 17
		General Article		August 24
6. Bank Mailer	6a. Contact Banks	First National Bank of Blue Island	Nelson	July 1
		First National Bank of Evergreen Park		
		Burbank State Bank		
		Argo State Bank		
		Alsip Bank		
	6b. Prepare Mailer	Content	Nelson	July 15
		Writing	Nelson	July 15
		Graphics	DeCaprio	July 15
		Printing	Nelson	July 21
	6c. Distribute Mailer	First National Bank of Blue Island	Nelson	August 1
		1st National Bank of Evergreen Park		
		Burbank State Bank		
		Argo State Bank		
		Alsip Bank		
7. Moving Signs	7a. Arrangements	Worth Bank & Trust	Nelson	July 14
		Heritage Standard Bank & Trust		
		1st National Bank of Blue Island		
		1st National Bank of Evergreen Park		
		Burbank State Bank		
		Argo State Bank		
		Alsip Bank		
		Oak Lawn Holiday Inn		

Event	Task	Topic/Location Remarks	Responsibility	Completion Date
7. (Continued)	7a. Arrangements (continued)	Summit 1st Federal Savings & Loan George Washington Savings & Loan First Savings & Loan of Orland Fairway Savings Orland State Bank First National Bank of Blue Island Evergreen Plaza Bank Bank of Hickory Hills	Nelson	July 14
	7b. Placement of signs		Nelson	August 14-21
8. Information for Mailer	8a. Develop Theme for "Advertising" Section Content and Approval		Nelson DeCosmo	May 1
	8b. Provide Class Schedule		Kee	May 25
	8c. Design Pictures & Layout		Nelson	June 20
	8d. Printing		Nelson	July 1
	8e. Distribution		Nelson	July 14

RETENTION IMPROVEMENT PLAN



PLAN FOR INCREASING RETENTION: General Outline

Target Programs

1.	Meetings with faculty in target programs held	9-8-78
2.	Meetings with new faculty and all part-time faculty to acquaint with LRC held	9-15-78
3.	Meetings with students in target programs held	9-30-78
4.	Progress report filed - Results of meetings with program faculty/students and any actions taken--must include plan for follow-up meetings with program faculty.	12-1-78

Curricular Revisions

5.	Certificate options identified	2-1-79
6.	Approval for certificate programs from ICCB obtained	6-1-79
7.	Certificate programs implemented	8-1-79
8.	Course scheduling practices examined	10-1-78
9.	Course prerequisites examined and modified where necessary	11-15-78

Secretarial Science/general office program revisions

10.	Curriculum revised	12-15-78
11.	Revised curriculum approved	1-31-79
12.	Revised curriculum implemented	8-1-79
13.	Certificate options identified	1-31-79
14.	Curricula for options developed	8-31-79
15.	Certificate options approved	10-31-79
16.	Certificate options implemented	8-1-80

Investigation of methods and techniques study

17.	Progress report I completed	1-15-79
18.	Progress report II completed	5-31-79
19.	Final report completed	10-1-79

Undecided Student Project

20.	The roles of the career planning and placement center identified.	10-20-78
21.	Activities to assist undecided students planned and assigned.	11-1-78
22.	Plans for informing students developed.	11-10-78
23.	Undecided students contacted, information distributed.	11-17-78
24.	Instructors informed of special services available to undecided students.	11-17-78
25.	Plan for 2nd semester developed with timetable and assignments.	1-15-79
26.	Students contacted, information distributed.	2-15-79
27.	Instructors informed.	2-1-79
28.	Final report completed (includes plans for increasing retention for 1979-80).	6-15-79

SPECIFIC ASSIGNMENTS

PROJECT	TASK	RESPONSIBLE PERSON	TARGET DATE
I. Target Programs			
• Acct. & Computing • Exceptional Educ. • Electronics • Fire Science • General Office • Secretarial	1. Meet with faculty in target programs.	Assoc. deans-Sub. A, B, C	9- 8-78
	2. Meet with new faculty and part-time faculty-inform of LRC services.	Smith	9-15-78
	3. Meet with students in target programs.	Assoc. deans-Sub. A, B, C	9-30-78
	4. Progress report filed-results of meetings with program faculty/students and any actions taken--must include plan for follow-on activities with program faculty or students	Assoc. deans-Sub. A, B, C Kee	12- 1-78
II. Curricular Revision			
• Acct. & Computing • Electronics • Fire Science	5. Identify certificate options.	Assoc. deans-Sub. A, B, C	2- 1-79
	6. Obtain approval for certificate options from ICCB.	Van Raes	6- 1-79
	7. Implement certificate options.	Kee	8- 1-79
	8. Examine course scheduling practices.	Kee	
	9. Course pre-requisites examined & modified	Kee	11-15-78
III. Secretarial Science/ General Office			
	10. Revise curriculum	Twenter	12-15-78
	11. Gain approval from ICCB.	Van Raes	1-31-79
	12. Implement revised curriculum	Kee	8- 1-79

PROJECT		TASK	RESPONSIBLE PERSON	TARGET DATE
	13.	Identify certificate options.	Twenter	1-31-79
	14.	Curricula for options developed.	Twenter	8-31-79
	15.	Gain approval for options from ICCB.	Van Raes	10-31-79
	16.	Implement options.	Kee	8- 1-80
	17.	Investigate methods and techniques - Progress Report I.	Kee	1-15-79
	18.	Investigate methods and techniques - Progress Report II.	Kee	5-31-79
	19.	Investigate methods and techniques - Final Report	Kee	10- 1-79
IV. Undecided Students				
	20.	Identify roles of career planning and placement center and crossroad's staff.	Frigo	10-20-78
	21.	Develop and assign activities.	Frigo	11- 1-78
	22.	Develop plans for informing students.	Frigo	11-10-78
	23.	Contact students, publicize.	Frigo	11-17-78
	24.	Inform instructors of special services for undecided students.	Frigo	11-17-78
	25.	Develop plan for 2nd semester.	Frigo	1-15-79
	26.	Contact students, publicize.	Frigo	2-15-79
	27.	Inform instructors.	Frigo	2- 1-79
	28.	Final report - include plans for increasing retention for 1979-80	Frigo	6-15-79

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